POLITICAL INVOLVEMENT COMMITTEE
Christopher Brunette, Chairperson
Roberto Rodriguez, Vice Chairperson
Rene Banda, Recording Secretary
Gayle Bilek, Board Liaison
Teri Holoman, Consultant
Sandra Lowe, Consultant
Toni Trigueiro, Legislative Advocate

MAJOR POLICY – Immediate Action (2/3 vote required)
None

MAJOR POLICY – Second Reading
None

OTHER ITEMS FOR IMMEDIATE ACTION
A. Authorize up to $5 million from the Initiative Fund to support CTA positions on the November 2016 ballot.

REFERRALS TO THE BOARD OF DIRECTORS
PIC Procedures
CTA/NEA Grassroots Lobbying Program

The Grassroots Lobbying Program is a statewide program tailored to each CTA region. It is designed to empower local leaders to advocate for CTA and NEA policy positions with members of the state Legislature and Congress.

A. CTA Board of Directors - The CTA Board shall receive a statewide Grassroots Lobbying Program plan for approval. This plan shall be the statewide document which will serve as the basis for the regional plans. The Board will annually review and adjust the plan accordingly.

B. Governmental Relations (GR) – CTA Governmental Relations will provide the following to support the state and regional plans and Grassroots Lobbyist Teams:
   1. Identify legislators for regional assignments
   2. Develop an on-line questionnaire to serve as an application for member lobbyists
   3. Manage database for lobbyist information to be accessed by the field
   4. Train lobbying techniques and responsibilities
   5. Provide maps and other needed information to help designate and coordinate regional responsibilities
   6. Send alerts via text and email to the Grassroots Lobbyists and follow-up with the status of the legislation
   7. Coordinate Lobby Days as needed at the local/state level
   8. Provide promotion for the Grassroots Lobbying Program
9. Debrief and evaluate with regional Planning Teams and Grassroots Lobbying Program, annually or as needed

C. Regional Process – Each regional planning committee will adopt goals, a plan and budget specified to their own region, and will ensure all are in accordance with the Grassroots Lobbying Program and CTA and NEA policy positions and to address the following:
   1. Regional managers and board members shall select the Planning Committee Members
   2. Select/Remove team members and plans will be updated by the Planning Teams to coincide with each two year legislative cycle
   3. Train lobby teams annually
   4. Assign lobby team members to legislators
   5. Assist with coordinating legislative/political activities with appropriate Service Center Councils and locals
   6. Provide promotion for the Grassroots Lobbying Programs
   7. Debrief and evaluate at the regional level annually or as needed
   8. Debrief with GR and evaluate Grassroots Lobbying Program

D. Grassroots Lobbyist Teams – The teams will consist of CTA members, tiered as Activists, Advocates or Organizers who will:
   1. Participate in legislative contact and provide feedback to GR and the region
   2. Attend training
   3. Participate in CTA Text-to-Connect program
   4. Know political landscape and message discipline
   5. Leadership role in meetings with CTA members to discuss legislative issues
   6. Work with State Council members and appointed State Council Member Lobbyists
   7. Work/Participate with Community Engagement Teams
   8. Organize district legislative visits
   9. Attend local political events and work with political organizer
   10. Organize local “Meet and Greet” events
   11. Organize events at public schools and colleges to increase the understanding of public education and/or member experiences
   12. Participate in statewide local lobby days for the May Revision of the Budget
   13. Agree to a two year commitment to participate in the Grassroots Lobbying Program
   14. Debrief and evaluate, annually or as needed

MATTERS PENDING

A. The PIC Policy and Procedures Subcommittee continues to investigate the issue of the open and top-two primary system for policy development.
INFORMATIONAL ITEMS

1. The Committee acknowledged Chapter and Member-in-Politics Awards recipients:
   **MEMBER IN POLITICS AWARDS:**
   - Overall Award – Roberta Kreitz, Dublin Teachers Association
   - Getting Others Involved – Harmony Valuet, El Monte Union Educators Association
   - Local Priorities – Judee Martinez, Central Unified Teachers Association
   - Partisan/Non-Partisan Activities – Stacey Michaels, United Teachers Los Angeles/NEA
   - Coalition Building – Corey Penrose, Vacaville Teachers Association

   **CHAPTER IN POLITICS AWARDS:**
   - Medium Chapter – Association of Rowland Educators
   - Large Chapter – Palmdale Elementary Teachers Association
   - Rookie Chapter – Central Unified Teachers Association

2. PIC Chair, Christopher Brunette announced a petition signing reminder activity and the remaining Political Academies.

3. CTA/ABC Chair Mike Patterson discussed June election ABC application deadlines.

4. Board Liaison Gayle Bilek informed the committee about Teachers to Fix CAVA.


7. The Committee took the below positions on legislation:
   - AB 1494-Watch
   - AB 1921-Support
   - AB 2517-Watch
   - AB 2853-Watch
   - ACA 7- Watch
   - SB 254-Support
   - SB 1094-Watch
   - SB 1286-Watch
   - SB 1303-Watch

8. The below were nominated for PIC leadership. The nominations will remain open and voted on at the June meeting
   - Chair - Christopher Brunette
   - Vice Chair – Roberto Rodriguez
   - Recording Secretary – Brannin Dorsey
Statewide Grassroots Lobbying Plan Overview
created by Grassroots Lobbying Workgroup ~ ~ ~ approved by CTA Board

Regional Planning Committees and GR begin their respective work to put plan into action

Regional Planning Committee Actions:

Plan

Goal

Budget

Create Regional Grassroots Lobbying Teams
2-year member commitment

Organizers

Advocates

Activists

Create on-line questionnaire to serve as member application

Identify Legislators

Training For Lobbying

Provide Maps/Needed Information

Send Alerts & Status Updates

Coordinate Lobby Days

Advocate for CTA & NEA policy position to State Legislators & Congress

Feedback

Manage Database
Grassroots Lobbyists’ Plan by Region

Planning Committee (balanced with at least 50% members). Regional managers and board members shall select the Planning Committee members. The following are recommended for consideration:

- Board members
- CTA leaders
- CTA members (that are politically involved)
- Regional Manager
- Political Organizer
- Legislative Advocate
- Communications Consultant
- PCS
- Field support

Meeting/conference call of the regional planning committees to be held by GR in order to discuss expectations. Planning Committee should be of a manageable size.

*Optional: Include a Grassroots Lobbying Workgroup member.

Guidelines for Grassroots Lobbyist Teams:
Adopt regional goals, plan, and budget: Regional goals, plan, and budget will address the following guidelines:

Team Structure
- Teams can be structured as determined by the planning committee
- Planning Committee determines selection process for the various levels of grassroots lobbyists
- At least one member (grassroots lobbyist) per legislator, but one member can work with more than one legislator
- PCS staff are assigned by their regional manager
- PCS can work with more than one grassroots lobbyist

Team Requirements
- Team coordinates with Political Organizer, Communications Consultant, Legislative Advocate, Board member(s), PCS, and Grassroots Lobbyists
- Coordinate activities with appropriate service center councils and locals already engaged in legislative/political work.
- Team receives training annually and regionally
- Develop incentives and recognition for grassroots lobbyists

Grassroots Lobbyist selection
- Planning committee determines selection and removal process for grassroots lobbyists
- Grassroots lobbyist questionnaire will be used in the selection process but other criteria may be added (Lobbyist questionnaire will be available on-line)
- Tier member involvement to continue growing grassroots lobbyists
- In addition to local members, consider NEA Directors, local presidents, ESP, higher education, Student CTA, State Council Member Lobbyists and retirees
- Identify to the regional teams, key legislators that may need to be selected first—for example, Education, Appropriations, Budget

1:\DCorrea\GrassrootsLobbyingProgram\01501P Workgroup\Grassroots Lobbyists Plan by Region final recommendation to Board 9-4-15.docx
- Consider selecting grassroots lobbyists who are constituents and/or have a professional/personal relationship with the legislator
- Vetting process for grassroots lobbyists to include chapter president and PCS

**Grassroots Lobbyist expectations -- Length of commitment: 2 years**

**Activists**
- Attend training
- Learn about the role and work of the Community Engagement Team
- Participate in CTA text-to-connect
- Learn political landscape and message discipline
- Attend CTA member meetings to discuss legislative issues
- Participate in district legislative visits
- Participate in local “Meet and Greet” events
- Participate in the feedback loop to GR and the region

**Advocates**
- Attend training
- Participate in Community Engagement Team activities
- Participate in CTA text-to-connect
- Know political landscape and message discipline
- Organize meetings with CTA members to discuss legislative issues and respond to legislative alerts from Sacramento
- Participate in district legislative visits
- Participate in local “Meet and Greet” events
- Participate in the feedback loop to GR and the region

**Organizers**
- Attend training
- Participate in CTA text-to-connect program
- Know political landscape and message discipline
- Leadership role in meetings with CTA members to discuss legislative issues
- Work with state council members and appointed state council member lobbyists
- Work with Community Engagement Teams
- Organize district legislative visits
- Attend local political events and work with political organizer
- Organize local “Meet and Greet” events
- Organize events at public schools and colleges to increase the understanding of public education and/or member experiences
- Statewide local lobby days for the May Revision of the Budget
- Participate in feedback loop to GR and the region

**PCS expectations /Communications Consultant**
- Participate in the text-to-connect program
- PCS works with Grassroots lobbyists and teams
- Communications consultant to promote local and community engagement in legislative and political activities

**GR Expectations**
- Political Organizers work with PCS, Legislative Advocates, Communications Consultants and Grassroots Lobbyists
Political Organizers/Legislative Advocates/PCS and Communication Consultants trainings within the regions
During the legislative session, conference calls with Political Organizers, Legislative Advocates, PCS, and Communication Consultants
Statewide local lobby days for the May Revision of the Budget
As needed, conference calls with Grassroots Lobbyists on specific bills or issues
Coordinate State Council Member Lobbyists with Grassroots Lobbyists
Legislative Alerts sent to Grassroots Lobbyists teams (also including the planning committees and CTA board)
Accountability of legislative action through legislative contact form links:
  Feedback loop with CTA Board of Directors, NEA Directors, appropriate State Council Committee Chairs, and regional teams
  Summary of grassroots lobbyists activism
Grassroots lobbyists alerts clearly identified and consistent

Timeline
Board reviews plan September 2015
Board Report at the October 2015 State Council
Regional Planning Committees form November 2015
GR meeting/conference call with Planning Committees in December 2015
Regions share plans with each other to generate new ideas and refine plans in January 2016
Regions submit their plan and teams February 2016
Grassroots training will happen within the regions in March and April
Grassroots Lobbyists operationalized in April 2016
Statewide local lobby days for the May Revision of the Budget
GR debrief with Regional Planning Teams on Grassroots Lobbyists December 2016
Regions update teams January 2017

Regional budgets will be determined by the number of legislators in each region. Special consideration will be given for sparsity of region and release time as deemed necessary. Regional budgets may pay for the following: regional training; planning committee meetings; grassroots advocates questionnaire; expenses for grassroots advocates, including mileage reimbursement, for meetings with members. Regional planning committees may add other items consistent with the regional plans.